



# Lorem™

## Identity Guidelines (Date)

*This example was created to help inspire your conservation advocacy / nature organization to develop identity guidelines and use them consistently across outreach campaigns.*

*Consult your designer about what works best for your organization.*

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# The Lorem Logo Components

## **The Symbol**

*This is where you describe what your logo represents.*

Example:

The Lorem symbol is a stylized oak leaf.

The nature of the symbol is representative and supportive of the name “Lorem.” It also invokes conservation, advocacy and positive traits representative of the organization’s mission.



## **The Lettering**

*This is where you describe any fonts associated with the symbol.*

Example:

The lettering, which accompanies the oak leaf, is the “Sharik Sans” font. This font must be purchased and is not standard on Mac or PC systems. This lettering should never be typed, use the official logo artwork files.

**Lorem™**

Note: Lorem is just a placeholder name, it is meaningless.

# The Lorem Logo Configurations and Clear Space

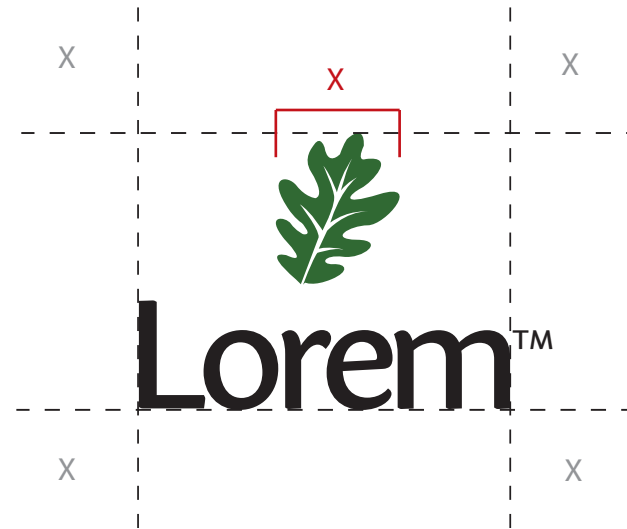
## Configurations

The Lorem logo is available in two configurations: horizontal and vertical. Use the vertical version when the horizontal version will not work.

## Clear Space

Clear space is the area around the Lorem logo that is free from any other graphic elements. The objective is to provide as much clear space as possible around the logo to make the most effective visual impression.

The "X" defines the minimum clear space around the logo. The preferred clear space is equal from the baseline to the height of the symbol. Use the same dimensions on the left and right as much as possible.



# The Lorem Logo Color Variations

These logo variations are the only acceptable versions for online and print use.

## **A. Full Positive**

This is the preferred version of the Lorem logo.

## **B. Full Color Reversed**

The Lorem logo can be reversed on a black background.

## **C. One Color – Green**

Certain print runs require one color.

## **D. One Color – Green, Reversed**

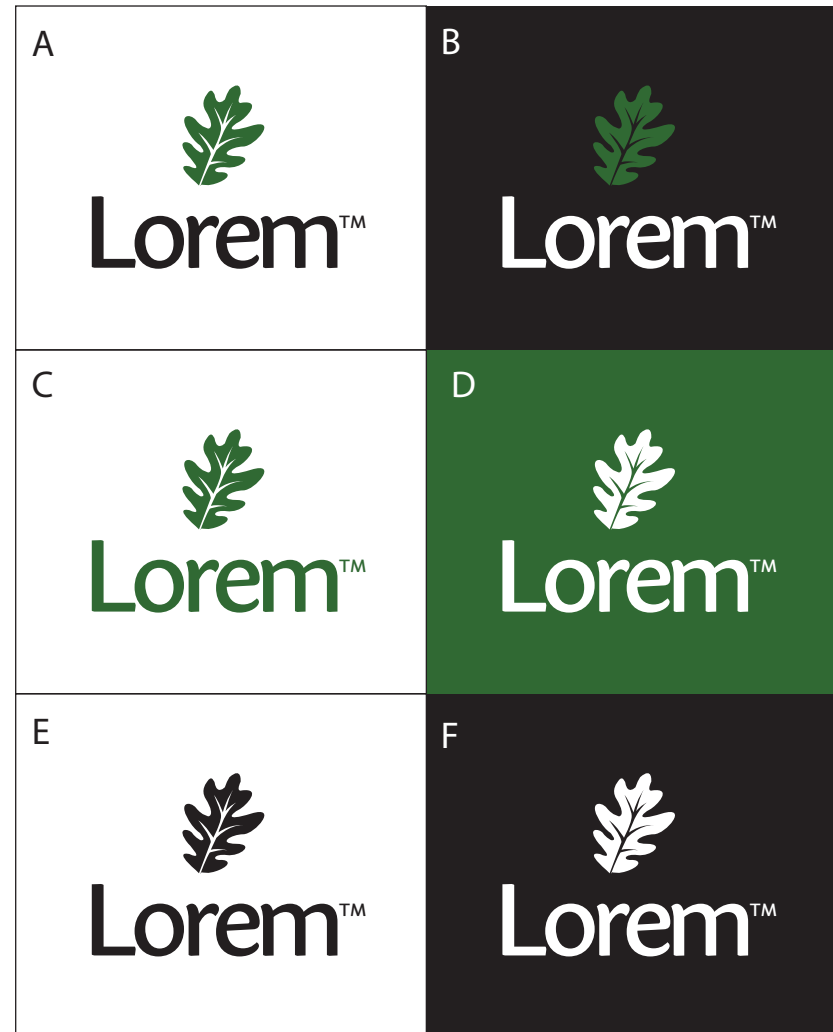
The logo is reversed on a green background.

## **E. Single Color Black**

This option should be used when full color is not an option.






## **F. Single Color Black Reversed**

The Lorem logo can be reversed using white.



# The Lorem Color Palettes

Lorem's Primary Color Palette (Complimentary Colors, Muted Colors, and Pastel Colors Are Not Shown)

		CMYK Four-Color Process	RGB (On-screen)	Hexadecimal
	Green	Cyan: 81% Magenta: 35% Yellow: 100% Black: 27%	Red: 51 Blue: 105 Green: 51	# 336933
	Grey	Cyan: 0% Magenta: 0% Yellow: 0% Black: 40%	Red: 167 Blue: 169 Green: 172	# A7A9AC
	Dark Grey	Cyan: 65% Magenta: 58% Yellow: 57% Black: 36%	Red: 78 Blue: 78 Green: 78	# 4E4E4E
	Black	Cyan: 0% Magenta: 0% Yellow: 0% Black: 100%	Red: 35 Blue: 31 Green: 32	# 231F20
	Tan	Cyan: 22% Magenta: 31% Yellow: 45% Black: 0%	Red: 201 Blue: 172 Green: 143	# C9AC8F

# Primary Typography

## Sans-Serif

Lorem's primary font is "Myriad Pro" shown here; regular, bold, condensed and italic versions are shown.

### Myriad Pro (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Myriad Pro (Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Myriad Pro (Bold Condensed)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Myriad Pro (Semibold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Myriad Pro (Italic)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

### Myriad Pro (Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

# Secondary Typography

## Sans-Serif Typography

Lorem's secondary sans-serif font is "Verdana" shown here.

Verdana (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

*Verdana (Condensed)*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*

Verdana (Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

## Serif Typography

In cases where a serif font is required, like on shared documents, "Times New Roman" can be used.

Times New Roman (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

*Times New Roman (Italic)*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*

Times New Roman (Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**